## **ORDER**

Orders Order / Rev: 711396 06302447 Alt Order #: Product Desc: ISSUE(OH-16)/3203 WKYC Estimate: 3203 Flight Dates: 10/01/12 - 10/07/12 Primary AE: Dan Foster Original Date / Rev: 09/24/12 / 09/24/12 Sales Office: T-CHI Order Type: Political Sales Region: NAT Adelstein & Assoicates Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 222 W Ontario Ste 600 Billing Cycle: EOM/EOC Chicago, IL 60610 Agency Commission: 15% Advertiser Name: **American Federal State County Munic** Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Non Ballot, IS-Candidate/US 00:15:00 Order Separation: Priority: P-3 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

**Totals** 

Month

Totals

October 2012

# Spots

52

52

Gross Amount

\$85,200.00

\$85,200.00

Net Amount

\$72,420.00

\$72,420.00

Rating

0.00

0.00

## Account Executives

**End Date** 

10/07/12

# Spots

52

Gross Amount

\$85,200.00

Bill Plan

Start Date

10/01/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Dan Foster			Start Of Order - End Of Order	100%	

Net Amount

\$72,420.00

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	Ln Ch	Start	End	Inventory Code	Break	Start/End	,	Len Spo			Rtg Type	Spots	Amount
	1 WKY	'C 10/01/1	12 10/05/12	M-F 7-9a Today	CM	7a-9a	MTWTF	:30	6	\$2,500.00 P-3	0.00 NM	6	\$15,000.00
				Today Show									
	TOD	AY SHOW											
	3	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
_	Week:	10/01/12	10/07/12	MTWTF	6	\$2,500.00	0.00						
	2 WKY	'C 10/01/1	12 10/05/12	M-F 9-10a Today	II CM	9a-10a	MTWTF	:30	10	\$1,200.00 P-3	0.00 NM	10	\$12,000.00
				Today Show II		(9:00 AM-10	):00 AM)						
	TOD	AY SHOW	2										
	3	Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
	Week:	10/01/12	10/07/12	MTWTF	10	\$1,200.00	0.00						
	3 WKY	'C 10/01/1	12 10/05/12	M-F 3-4p	CM	3p-4p	MTWTF	:30	10	\$800.00 P-3	0.00 NM	10	\$8,000.00
				The Doctors									
	DOC	TORS											
	3	Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
_	Week:	10/01/12	10/07/12	MTWTF	10	\$800.00	0.00						
	4 WKY	'C 10/01/1	12 10/05/12	M-F 4-5p	CM	4p-5p	MTWTF	:30	10	\$1,000.00 P-3	0.00 NM	10	\$10,000.00
				Ellen Degeneres									
	ELLE	N											
	3	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week:	10/01/12	10/07/12	MTWTF	10	\$1,000.00	0.00						
	5 WKY	'C 10/01/1	12 10/05/12	M-F 5-6p	CM	5p-6p	MTWTF	:30	5	\$2,000.00 P-3	0.00 NM	5	\$10,000.00
				Dr. Phil									
	DR.F	HIL											
	3	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week:	10/01/12	10/07/12	MTWTF	5	\$2,000.00	0.00						
_													

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Order / Rev: 711396 Advertiser: American Federal State County Municipa

Alt Order #: 06302447 Product Desc: ISSUE(OH-16)/3203 **WKYC** 

Flight Dates: 10/01/12 - 10/07/12 Estimate: 3203

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 6 WKYC 10/05/12 10/05/12 Fri Prime C СМ 10-11p ---F--:30 1 \$3,500.00 P-5 0.00 NM \$3,500.00 Fri Prime C DATELINE Weekdays **End Date** Start Date Spots/Week Rate Rating 10/07/12 ---F--Week: 10/01/12 \$3,500.00 0.00 7 WKYC 10/06/12 10/06/12 SAT TDY СМ ---S-:30 2 \$2.500.00 P-3 0.00 NM \$5,000.00 7a-9a NBC Today Show (Sa) SAT TODAY Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/01/12 10/07/12 - - - - S-\$2,500.00 0.00 8 WKYC 10/06/12 10/06/12 Notre Dame Football Notre Dame Footb - - - - S-4 \$1,000.00 P-3 0.00 NM \$4,000.00 CM :30 Notre Dame Football MLB BASEBALL Spots/Week Weekdays Rating Rate 10/07/12 ----S-Week: 10/01/12 4 \$1,000.00 0.00 9 WKYC 10/06/12 10/06/12 Saturday Night Live CM 1130p-107a ---S-:30 1 \$3,000.00 P-3 0.00 NM \$3,000.00 Saturday Night Live (11:30 PM-1:00 XM) SNL Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---S-1 \$3,000.00 0.00 10 WKYC 10/07/12 10/07/12 Browns Pre-Game Hudd@M 1130a-12p ----S :30 1 \$1,200.00 P-3 0.00 NM \$1,200.00 Browns Pre-Game Huddle **BROWNS HUDDLE** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 1 \$1,200.00 0.00 11 WKYC 10/07/12 10/07/12 Football Night in AmericaCM Various ----S :30 1 \$10,000.00 P-3 0.00 NM \$10,000.00 Football Night In America FOOTBALL NIGHT IN AMERICA Start Date **End Date** Spots/Week Rating Weekdays Rate ----S Week: 10/01/12 10/07/12 1\$10,000.00 0.00 12 WKYC 10/07/12 10/07/12 Post NFL News CM ----S :30 1 \$3,500.00 P-3 0.00 NM \$3,500.00 Various LN Sun Follows NFL **NEWS** Start Date **End Date** Spots/Week Rating Weekdays Rate 10/07/12 ----S Week: 10/01/12 1 \$3,500.00 0.00

Totals 52 \$85,200.00